# Bachelor in Business Administration (BBA)

## Marketing

### 2017-2018

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>Grade</th>
<th>Prerequisite</th>
<th>Additional Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Choose 1</td>
<td>Communication (Core)</td>
<td>c 010</td>
<td>For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301, For ENGL 1302/1388, a grade of &quot;C&quot; or better in ENGL 1301/1387. See General Education Core for more details. Options: ENGL 1301 or ENGL 1387 (H).</td>
</tr>
<tr>
<td>3</td>
<td>Choose 1</td>
<td>Mathematics (Core)</td>
<td>c 020</td>
<td>Satisfactory scores on Math portion of ACT test or TSI math exam or MATH 0314/0332/0342. Recommend: MATH 1314 or 1414 or 1324 or 1325 as these are accepted as a prerequisite for ACCT 2301 and QUMT 2341 in this degree.</td>
</tr>
<tr>
<td>3</td>
<td>Choose 1</td>
<td>American History (Core)</td>
<td>060</td>
<td>See General Education Core for more details. Options: HIST 1301 or HIST 1387 or HIST/MASC 2327</td>
</tr>
<tr>
<td>4</td>
<td>Choose 1</td>
<td>Life and Physical Sciences (Core)</td>
<td>030</td>
<td>See General Education Core for course options.</td>
</tr>
<tr>
<td>3</td>
<td>MGMT 1301*</td>
<td>Introduction to Business</td>
<td>c</td>
<td>Required for admission into VCoBE. We recommend you take this course as soon as you can. Only if required, based on ACT/SAT and high school rank.</td>
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### FIRST YEAR

#### Semester Total Hours

<table>
<thead>
<tr>
<th>Fall</th>
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**Core:** The 2017-2019 list of core courses can be found at: www.utrgv.edu > Academics > Undergraduate > General Education Core

**General Education Core (GEC) Sections:** 010 - Communication; 020 - Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary; 090 - Science Labs; 090 - Wellness.

**Language Proficiency Requirement:** Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.
### Fall Semester

- **FINA 3380** Introduction to Finance
  - c
  - Junior Standing.
- **MGMT 3361** Principles of Management
  - c
  - See Degree Plan for course options.

### Spring Semester

- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.
- **ACCT 3326 or INFS 3390** Management Information Systems Option
  - c
  - Prerequisites may apply.

### Summer Semester

- **QUMT 3341** Business Statistics II
  - c
  - QUMT 2341.
- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.
- **MARK 3340** Consumer Behavior
  - c
  - Junior standing.

### Third Year

- **MARK 4350** Marketing Research
  - c
  - QUMT 3343.
- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.
- **BLAW 3337** Business Law I
  - c
  - Junior Standing.
- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.
- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.

### Fourth Year

- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.
- **MARK 3000-4999** Certificate of Non-Certificate Option
  - c
  - See Degree Plan for course options.
- **MARK 3330 or MGMT 4304 or ACCT 4350** Ethics Option
  - c
  - Prerequisites may apply.
- **MARK 4399** Marketing Strategy (Capstone)
  - c
  - MGMT 3361, MARK 3300, MARK 3340, MARK 4350. Capstone course. This course MUST be taken in your last semester.
- **MGMT 4389** Strategic Management
  - c
  - MGMT 3361, MARK 3350, FINA 3380, AND one of the following courses: ACCT 3350 or ECON 3353 or FINA 4381 or INFS 3380 or INTB 3330 or MGMT 4311 or MARK 3310. Department approval is required. This course should be taken in the semester in which the student is graduating.

### Graduation Requirements

In addition to the graduation requirements listed in the UTRGV 2017-2019 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV department of Writing and Language Studies, and/or to six credit hours of college-level language coursework.

**120 TOTAL HOURS**

(60) TOTAL ADVANCED HOURS

Approved by VCBE: Tuesday, April 25, 2017